

**Socio-Political Marketing**

Code: 42228  
ECTS Credits: 10

Degree	Type	Year	Semester
4313148 Marketing	OT	0	2
4313335 Political Science	OT	0	2
4317157 Advanced Research in Political Science	OT	1	2

**Contact**

Name: Agustí Bosch Gardella

Email: agusti.bosch@uab.cat

**Teachers**

Guillem Rico Camps

**Use of Languages**

Principal working language: english (eng)

**External teachers**

Marta Gallina

Paula Zuluaga

Stefano Camatarri

**Prerequisites**

Students enrolled in this course are expected to have a bachelor's degree level in political science or in any other social science discipline. Students are encouraged to gain familiarity with the following books, particularly if they have degrees from other disciplines:

- Dalton, R.J. (2013) Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies. CQ Press

- Negrine, R. and Stanyer J. (eds) (2007) The Political Communication Reader. Routledge.

**Objectives and Contextualisation**

The first aim of this module is to understand the scientific bases of electoral behaviour. Thus, we will study what the causes of the vote are and will analyse the models that try to predict it. The second aim of the module deals with the communicative bases of politics. Thus, we will analyse how political actors, the media, and the people at large interact with political communication. The final aim of the module is to familiarize the student with the current debates on public opinion and electoral issues.

**Competences**

#### Marketing

- Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
- Design and carry out market research.
- Develop communicative skills in oral presentations before critical audiences.
- Draft clear, precise reports on commercial problems.
- Transfer planning and strategy design in marketing to the socio-political sphere.
- Work in interdisciplinary teams.
- Work with the data sources, methodologies and techniques of scientific research, and the IT tools of marketing.

#### Political Science

- Analyse the behaviour and political attitudes of the public and the political communication processes in which they are immersed.
- Apply the qualitative and quantitative techniques necessary for the systematic and rigorous analysis of specific aspects of politics today.
- Design a research project that satisfies the criteria of rigour and academic excellence.
- Design and write projects and technical and academic reports autonomously using the appropriate terminology, arguments and analytical tools in each case.
- Work in international and interdisciplinary teams whose members have different origins and backgrounds.

#### Advanced Research in Political Science

- Analyse the behaviour and political attitudes of citizens and the political communication processes in which they are immersed.
- Apply advanced qualitative and quantitative techniques for the systematic and rigorous analysis of specific aspects of political situations.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design and carry out a research project which satisfies the criteria for academic rigour and excellence.
- Design and write projects and technical and academic reports autonomously using the appropriate terminology, arguments and analytical tools in each case.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work in international and inter-disciplinary teams.

### Learning Outcomes

1. Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
2. Analyse survey data using the appropriate statistical software.
3. Analyzing survey data using appropriate statistical software.
4. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
5. Describe the different theories on the consequences of political communication and gauge their real impact in particular contexts.
6. Describe the different theories on the effects and consequences of political communication and be able to estimate their real impact in specific contexts.
7. Describe the various theories about the effects and consequences of political communication and being able to appreciate its real impact in specific contexts.
8. Design and carry out a survey-based study, taking all aspects into account: (questionnaire, sampling and delivery method).
9. Design and carry out an analysis through surveys knowing its various aspects (questionnaire, sampling, method of administration).
10. Design and carry out an analysis using surveys and understand their different aspects (questionnaire, sampling, method of administration).

11. Design and write projects and technical and academic reports autonomously using the appropriate terminology, arguments and analytical tools in each case.
12. Develop communicative skills in oral presentations before critical audiences.
13. Distinguish between data sources for the study of socio-political problems.
14. Distinguish data sources for the study of socio-political problems.
15. Distinguish the data sources for the study of socio-political problems.
16. Draft clear, precise reports on commercial problems.
17. Identify key actors in the political system: their repertoires of action, interests and resources.
18. Identify the different variables involved in a socio-political research problem and how they interrelate.
19. Identify the different variables involved in a socio-political research questions and how they interrelate.
20. Identify the different variables involved in an issue of socio-political research and how they relate to each other.
21. Identify the key actors in the political system: their fields of action, interests and resources.
22. Identify the key actors in the political system: their repertoires of action, interests and resources.
23. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
24. Internalise the functions, timing, axes of competition and indicators of elections.
25. Internalize functions, time axes competition and indicators of elections.
26. Learn the functions, timings, lines of competition and indicators of elections.
27. Make socio-political phenomena observable and quantifiable.
28. Propose a broad range of different research designs to respond to different research questions of a socio-political nature and know which is the best to use in each case.
29. Propose a wide range of different research designs to meet different research questions socio-political and know what's right every time.
30. Propose a wide range of different research designs to respond to socio-political research questions and know which is the most appropriate for each occasion.
31. Recognise the way in which the main political institutions function and how they can affect public behaviour.
32. Recognise the workings of the main political institutions and how these can influence citizens' behaviour.
33. Recognize the operation of the main political institutions and how they influence the behavior of citizens.
34. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
35. Use resources for the attractive and summarised presentation of data and results of socio-political analysis.
36. Use resources to present summaries of data and results attractively in the case of socio-political analysis.
37. Use resources to the attractive and summary presentation of data and results on socio-political analysis.
38. Use the most frequent visual and verbal language in electoral and institutional campaigns.
39. Use the visual and verbal language most commonly found in electoral and institutional campaigns.
40. Using the most frequent visual and verbal language in electoral and institutional campaigns.
41. Work in interdisciplinary teams.
42. Work in international and inter-disciplinary teams.
43. Work in international and interdisciplinary teams whose members have different origins and backgrounds.

## **Content**

### Part 1. Electoral Behaviour

- 1.1. The social-position bases of the vote: cleavages and alignments
- 1.2. The value bases of the vote: party identification, ideology and policy moods
- 1.3. The personal bases of the vote: the importance of the leaders
- 1.4. Issue voting and niche party support

1.5. The spatial models of party competition: proximity and directionality

1.6. Economic voting: the importance of the economic situation

1.7. Strategic voting: the importance of the electoral system

1.8. Event voting: how events shape election outcomes

1.9. Multilevel politics and second-order elections

1.10. Non-voting: causes and antecedents

1.11. The political consequences of non-voting

## Part 2. Political Communication

2.1. Introduction to political communication. Political actors and the news media

2.2. Ownership and regulation of the media

2.3. Contemporary media systems

2.4. Media, political knowledge and participation

2.5. Agenda-setting effects

2.6. Issue framing and priming

2.7. Other media effects and conclusions on media effects

2.8. Election campaigns

2.9. Social media and contemporary democracies: an introduction

2.10. Digital footprints: what social media reveal about citizens' political attitudes and behaviour

2.11. Vote seekers (and getters?): online party rhetoric and its electoral effects

2.12. Political consequences of social media: the relationship with (mis)information and polarization

## Part 3. Public Opinion

3.1. Public Opinion and its measurement: an introduction

3.2. Public Opinion Formation: a review of theories;

3.3. Public Opinion and policy responsiveness: the problem of mass-elite congruence;

3.4. Challenges in Public Opinion Research: the 'social desirability' issue and the quality of public opinion polls

3.5. Populism (i): Conceptualization and Measurement

3.6. Populism (ii): Causes and Consequences

3.7. Emotions in Politics

3.8. Motivated Reasoning

## **Methodology**

A typical session will include a lecture plus a common discussion of the compulsory readings. Here, a student will present a paper and the rest of the class will discuss the conclusions. All students are expected to read the compulsory readings for the seminar and to prepare their interventions.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	40	1.6	7, 6, 27, 21, 17, 20, 25, 26, 23, 33, 31, 34, 38, 40
Seminars	22.5	0.9	15, 20, 23, 4, 36, 35
Type: Supervised			
Essay writing	21.5	0.86	16, 11, 27, 19, 43, 42
Reading	50	2	5, 14, 13, 19, 24

## Assessment

The evaluation will take into account two items: written assignments and the weekly discussion of the compulsory readings.

The discussion of the compulsory readings will proceed as follows. A student will present a paper and the rest of the class will discuss the conclusions. All students are expected to read the compulsory readings for the week and to prepare their interventions, but presenters are in charge of proposing two or three questions about the compulsory readings of the session they present to be discussed in class.

The assignments may be written in English, Spanish or Catalan.

The lecturers will provide further details and information about the evaluation process during the presentation of the module.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Discussion of compulsory readings	50	58	2.32	1, 2, 3, 16, 7, 5, 6, 12, 9, 10, 8, 14, 15, 13, 11, 27, 21, 17, 22, 20, 18, 19, 25, 24, 26, 30, 29, 28, 23, 4, 33, 32, 31, 34, 41, 43, 42, 38, 40, 39, 37, 36, 35
Essay for part 1	25	29	1.16	34
Essay for part 2	25	29	1.16	34

## Bibliography

The syllabus contains detailed bibliography for each lecture.

## Software

Not applicable